

In the Claims:

Please withdraw claims 61-65, 67, 68, and 75.

Please amend claims 1, 21, 41, 69, 72, 73, and 74, without prejudice, as follows.

1. (Twice Amended) A method of conducting an electronic online auction between a plurality of potential bidders, the plurality of potential bidders competing for a lot having at least one product, comprising the steps of:

CH (a) receiving first bid information for a lot from a first bidder, said received first bid information representing a first bid that is originally defined in a context of said first bidder;

(b) storing information reflective of said submitted first bid, said stored information enabling a relative comparison of submitted bids, including said first bid, on a common competitive basis; and

SG (c) transmitting second bid information defined in a context of a second bidder that is different than said context of said first bidder to said second bidder, said transmitted second bid information enabling said second bidder to view said first bid originally defined in said context of said first bidder in said context of said second bidder.

21. (Twice Amended) A system for conducting an electronic online auction between a plurality of potential bidders, the plurality of potential bidders competing for a lot having at least one product, comprising:

CS means for receiving first bid information for a lot from a first bidder, said received first bid information representing a first bid that is originally defined in a context of said first bidder;

means for storing information reflective of said submitted first bid, said stored information enabling a relative comparison of submitted bids including said first bid on a common competitive basis; and

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means for transmitting second bid information defined in a context of a second bidder that is different than said context of said first bidder to said second bidder, said transmitted second bid information enabling said second bidder to view said first bid originally defined in said context of said first bidder in said context of said second bidder.

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41. (Amended) A method of participating in an electronic online auction between a plurality of potential bidders, the plurality of potential bidders competing for a lot having at least one product, comprising the steps of:

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(a) transmitting first bid information for a lot to an auction server, said transmitted first bid information representing a first bid that is originally defined in a context of a first bidder, said transmitted first bid information being used by the auction server in a comparison of said first bid with other submitted bids, said other submitted bids originally defined in contexts different from said context of said first bidder;

(b) receiving second bid information from said auction server, said received second bid information representing a second bid that was submitted by a second bidder, said second bid being originally defined in a context different from said context of said first bidder; and

(c) using said received second bid information to display a relative comparison of said first bid and said second bid, said relative comparison shown in said context of said first bidder.

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69. (Twice Amended) A method of participating in an electronic online auction including a plurality of participants, wherein the participants include a sponsor and at least two potential bidders, the potential bidders competing for award of a lot, comprising:

(a) receiving bid information including a bid from a first bidder, said bid information including said bid defined in a first context; and

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(b) redefining said bid information including said bid to a second context that differs from said first context; and

(c) comparing said redefined bid information to other bid information on a common competitive basis.

72. (Twice Amended) A computer program product for enabling a processor in a computer system to process bidding information in an auction between a plurality of bidders, said computer program product comprising:

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a computer usable medium having a computer readable program code embodied in said medium for causing an application program to execute on the computer system, said computer readable program code comprising

a first computer readable program code enabling the computer system to transmit first bid information for a lot having at least one product to an auction server, said transmitted first bid information representing a first bid that is originally defined in a context of a first bidder, said transmitted first bid information being used by the auction server in a comparison of said first bid with other submitted bids, said other submitted bids originally defined in contexts different from said context of said first bidder;

a second computer readable program code enabling the computer system to receive second bid information from said auction server, said received second bid information representing a second bid that was submitted by a second bidder, said second bid being originally defined in a context of said second bidder that is different from said context of said first bidder; and

a third computer readable program code enabling the computer system to display a relative comparison of said first bid and said second bid in a context of said first bidder.

73. (Twice Amended) A computer program product for enabling a processor in a computer system to process bidding information in an auction between a plurality of bidders, said computer program product comprising:

a computer usable medium having a computer readable program code embodied in said medium for causing an application program to execute on the computer system, said computer readable program code comprising

a first computer readable program code enabling the computer system to receive bid information including a bid from a bidder for a lot;

a second computer readable program code enabling the computer system to generate a transformed bid using said bid information including said bid; and

a third computer readable program code enabling the computer system to said transmit transformed bid to an auction server, said transformed bid being used by said auction server to generate a relative comparison of bids on a common competitive basis, said bids originally defined in at least two different bidder-specific contexts.

74. (Twice Amended) A computer program product for enabling a processor in a computer system to process bidding information in an auction between a plurality of bidders, said computer program product comprising:

a computer usable medium having a computer readable program code embodied in said medium for causing an application program to execute on the computer system, said computer readable program code comprising

a first computer readable program code enabling the computer system to receive first bid information for a lot having at least one product from a first bidder, said received first bid information representing a first bid that is originally defined in a context of said first bidder;

a second computer readable program code enabling the computer system to store information reflective of said submitted first bid, said stored information enabling

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a relative comparison of submitted bids including said first bid on a common competitive basis; and

a third computer readable program code for enabling the computer system to transmit second bid information defined in a context of a second bidder that is different than said context of said first bidder to said second bidder, said transmitted second bid information enabling said second bidder to view said first bid originally defined in said context of said first bidder in said context of said second bidder.

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### REMARKS

The final Office Action mailed June 5, 2002 has been reviewed and the comments of the U.S. Patent and Trademark Office have been considered. The specification has been amended. Claims 61-65, 67, 68, and 75 are withdrawn. Independent claims 1, 21, 41, 69, 72, 73, and 74 have been amended. Thus, claims 1-60, 69, and 71-74 remain pending and are submitted for reconsideration by the Examiner.

Claims 1, 21, 41, 69, 72, 73, and 74 have been amended to more particularly point out and distinctly claim the subject matter which the Applicants regard as their invention. The Applicants believe that the amendments do not narrow the scope of the claims. The Applicants, while not necessarily believing the amendments of the claims are necessary to distinguish the claimed invention from the cited references, amended claims 1, 21, 41, 69, 72, 73, and 74 in a good faith effort to expedite prosecution of the Application. Reconsideration of the grounds of rejection is requested in view of the amendments and remarks contained herein.

#### Objection to Drawings

In paragraph 1 of the Office Action, the Examiner has objected to Figure 2 of the drawings for not having the legend at the bottom of the drawing figure. In response, the Applicants propose to correct Figure 2 by inserting the legend at the bottom of the figure before allowance of the claims.